

**Subject:** Re: Re: Holiday planNov 2016 18:14:56 -0600  
**From:** "Dawn Eastin" <dawn@downtownnews.com>  
**Date:** 11/08/2016 04:16 PM  
**To:** "Henna Sherzai" <HSherzai@downtownla.com>

Thanks, Henna. We will take a look at it before we chat tomorrow. Your 12/5 ad would be part of that section either way. But let's try and figure out how we can work in the additional benefit of being a part of that section with a couple of stories and social media.

Dawn

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On Nov 8, 2016, at 3:53 PM, Henna Sherzai wrote:

Hello!

In advance of the call tomorrow I wanted to share a couple of things. We have \$7,000 in the budget to advertise with the goal of driving traffic to [DowntownLA.com/Holiday](http://DowntownLA.com/Holiday). I know we'll want to run ads the week of 11/28, 12/5, and 12/12. I'm not sure this leaves any dollars for the incremental shopping guide but we can discuss tomorrow.

Thanks,  
Henna

**Henna Sherzai**  
Director of Marketing & Communications

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